

Ko Ngā Taonga Tēnei

November 2020



Introduction

Ngā Taonga Sound & Vision is a Charitable Trust and Aotearoa New Zealand's audiovisual archive. We preserve and care for a collection that spans New Zealand's history of recorded sound and moving images, comprising more than 850,000 items. We also share and promote this material in order to create stronger connections between New Zealanders and their heritage.

Ngā Taonga was established in 1981 as the New Zealand Film Archive and acquired its current form and name in 2014 when New Zealand's radio, television and film archives became one national organisation with responsibility for large Crown collections.

In September 2019 we moved into the National Library building, placing Ngā Taonga in the heart of the heritage precinct with New Zealand's two other archival institutions: the National Library and Archives New Zealand. The proximity of all three heritage organisations has created many opportunities for both formal collaborations and informal connections across the recorded heritage sector.



Honiana Love
Tumu Whakarae

Our Future Vision

Ngā Taonga has a key role in enabling New Zealanders to connect with their distinct identity through the history and traditions brought to life in the taonga contained in the collection. Late in 2019 we refreshed our Strategic Plan to reflect a sharper focus on what is needed to support our aspiration to be a sustainable world-class audiovisual archive. Our updated 2019–2024 Plan is fully aligned with the priorities of the Minister for Arts, Culture and Heritage and by the wellbeing domains and capitals from the Treasury's Living Standards Framework.

He Pātaka Tūturu

As part of this work we developed **three** guiding principles informed by the concept of He Pātaka Tūturu:

Tūturu:

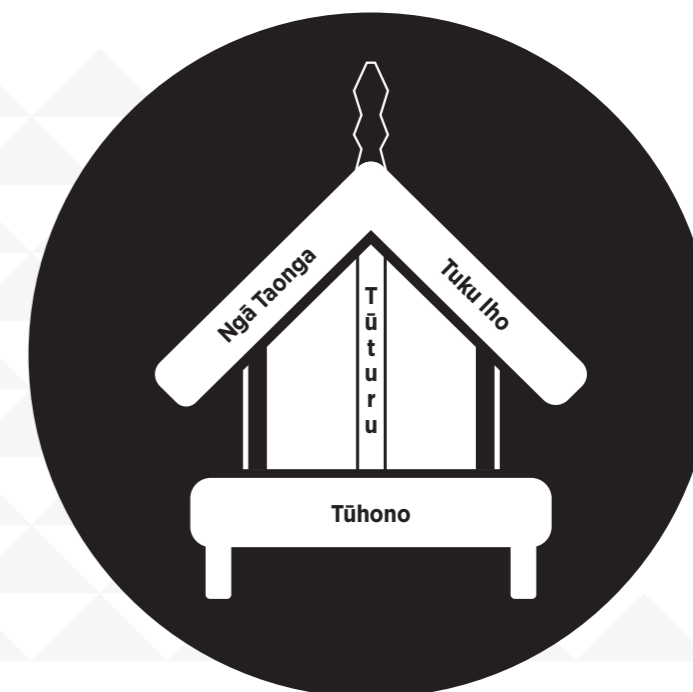
We build a strong, sustainable Archive, able to keep safe the taonga in the collections.

Tuku Iho:

We take very seriously our role and responsibility as stewards of the taonga in our collections.

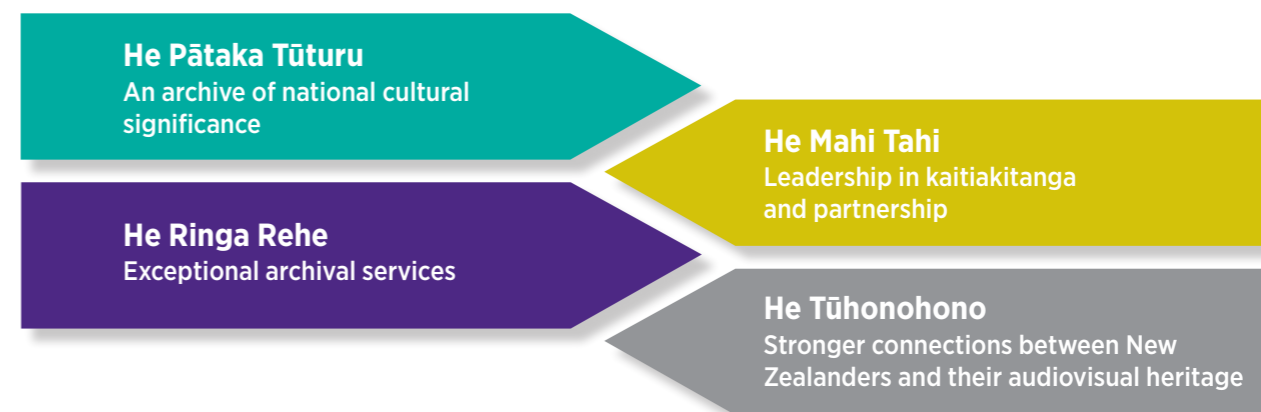
Tūhono:

We enhance New Zealanders' wellbeing by finding astute ways to enable access and share the collections.



Outcomes Framework

We have also developed an Outcomes Framework that outlines what we are here to deliver:



How We Will Get There

Key to delivering on our long-term vision is a significant increase in our digital capacity and capability. In early 2020 we launched a Digital Strategy which provides a framework and guiding principles for the way Ngā Taonga explores, reviews and adopts technology. At the same time we are proactively building our mātauranga me kaupapa Māori capability in our work. Both areas of focus will ensure we are building a strong, connected, kaupapa-centred and digitally capable Archive.

Several major projects, many of them significant collaborations, are currently underway and reflect our ambition to meet the future head-on:

Te Ara Whakamatihiko | The Digital Transformation Programme

The Digital Transformation Programme has been initiated to deliver the digital change for the Archive, as outlined in the Archive's Digital Strategy. The Programme's scope will cover every part of our business, changing the way we work and our business culture, enabling us to incorporate new technologies and new ways of working.

The 'transformational' aspect of the Programme is intended to result in a permanent shift in both our business culture and our business functions with a deeper integration across the Archive. It will focus on not only ensuring we make best use of the tools and apps available to increase efficiency and user satisfaction; it also challenges the Archive to be innovative in the way it connects the collection to our audiences.

The efficiencies gained from implementation of this Programme will allow our staff to use their expert knowledge to care for the taonga and do much less time-consuming procedural work. Better use of technology will also increase our ability to capture and retain critical archival knowledge. The Programme will actively support the work of preserving our digital collections, safeguarding our content and metadata, and ensuring the usability of what we make available to the public over time. This will significantly enhance our ability to connect the collection with New Zealanders both directly and also collaboratively via broadcasters, documentary makers, education institutes and other agencies in the GLAM sector.

Utaina: Digital Preservation Project

In *Budget 2020* we were allocated funding to support the digital preservation of Crown-owned audiovisual heritage content on magnetic media dating from the 1960s to the 2000s. There is a limited window to ensure that these taonga are preserved for future generations. Without digital preservation, over 95 percent of at-risk content could be lost in less than a decade. Crown-owned at-risk content is cared for by Ngā Taonga (primarily material in the TVNZ archive), the National Library and Archives New Zealand, making this a very significant collaborative preservation project between the three organisations.

At Ngā Taonga we have called our response to this project Utaina, which may be interpreted as 'load the precious freight on board!'. It was a catch cry coined by Sir Apirana Ngata when he was arguing for the urgent recording and preservation of Māori language and heritage. The project will save video and sound tapes (and some magnetic sound on film) that would otherwise be lost to physical deterioration and technological obsolescence.



Tāhuhu (formerly known as Preserving the Nation's Memory)

Through our involvement in Tāhuhu we aspire to establish ourselves as a partner of Archives New Zealand and the National Library in the new heritage precinct, growing their duo into a trio of documentary heritage organisations that work together seamlessly. Ngā Taonga will be involved in four of the projects that make up Tāhuhu:

Heke Rua Archives: This project refers to the new building currently being designed for the vacant space next door to the National Library, and to the links between the two buildings. There's both a physical link to consider, in the form of the airbridge, and links in terms of improving collaboration and access across the campus.

Heke Puna Library: With the movement of some National Library staff, collections and technical spaces to the Archives Building next door, there will be room for some reconfiguration in the National Library Building. We are part of a consultation process that will determine how those spaces, including the public spaces, will be affected.

Regional Shared Repository (RSR): The RSR is part of our future storage strategy, and will offer deep storage at low temperatures for items that aren't required for access, such as preservation masters.

Te Puna Rua Collaboration: This project provides opportunities to explore how we might align our work across the three organisations and identify further possible collaborations.

Kia Rite: This is an internal project to ready the Archive for full participation in the collaboration. It includes a major piece of work to plan for change and prepare for any movement of collections. It may also include the decommissioning of our film storage vault at Plimmerton, our Northpoint facility and our object store at Buckle Street, Wellington.

Te Awe Kōtuku

Ngā Taonga is one of five cultural agencies – alongside Pouhere Taonga, Toi Māori Creative NZ, Te Matatini, and Te Papa Tongarewa – selected for inclusion on the Ministry for Culture and Heritage initiative Te Awe Kōtuku. This project will protect at-risk Mātauranga Māori and the \$20 million funding over two years was allocated by the Crown as part of the COVID-19 recovery plan.

Our share of Te Awe Kōtuku funding will go toward helping iwi, hapū, whānau and Māori communities preserve their audiovisual taonga, piloting a Traditional Knowledge Labels project with Whakatōhea, and preserving the iconic *Tangata Whenua* television series.

What More is Needed

The strategic planning work we have done and the projects we are undertaking will support Ngā Taonga in its aspiration to be a sustainable, world-class audiovisual archive. However, more will be needed, particularly as technology evolves and changes; adaptation is necessary to the Archive's successful delivery of its strategic vision.

We will need increased investment in:

- digital infrastructure,
- technological solutions that enable greater public access to our collections through collaborations with third parties, and
- increasing our own internal digital capabilities.

Investment in these critical areas will help ensure Aotearoa New Zealand's audiovisual heritage is saved and available for future generations.



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